

## Peer Review Plan

Preliminary Title: Multi-Enterprising Farmers: On-Farm Diversification, Off-Farm Business Ventures, and Their Importance in the Rural Economy

Type of Report (ERR, EIB, EB) ERR/EIB

Influential Scientific Information

Agency: Economic Research Service  Highly Influential Scientific Assessment  
USDA

Agency Contact: Elise Golan, [egolan@ers.usda.gov](mailto:egolan@ers.usda.gov)

Subject of Review: Defined as 'multi-enterprising' farm households, one-third of all farm households generate additional household income by engaging in enterprising ventures independent of commodity production itself. 'On-farm diversification' activities include non-traditional production and marketing of alternative farm goods and services such as custom work, agritourism, and direct sales of output to consumers. Off-farm business ventures include operating an off-farm business in the nonfarm economy. This report uses the 2007 Agricultural Resource Management Survey to examine the characteristics of multi-enterprising farm households.

Purpose of Review: The purpose of the review is to ensure the high-quality of the economic analysis, transparent explanation of methods, objective interpretation of results, and effective communication to the intended audience.

Type of Review:  Panel Review  Individual Reviewers

Alternative Process (Briefly Explain):

Timing of Review (Est.): Start: 01/14/11 End: XX/XX/XX Completed: XX/XX/XX

Number of Reviewers:  3 or fewer  4 to 10  More than 10

Primary Disciplines/Types of Expertise Needed for Review: Economists

Reviewers selected by:  Agency  Designated Outside Organization

Organization's Name:

Opportunities for Public Comment?  Yes  No

If yes, briefly state how and when these opportunities will be provided:

How:

When:

Peer Reviewers Provided with Public Comments?  Yes  No

Public Nominations Requested for Review Panel?  Yes  No

